

Message Text

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42

ACTION COME-00

INFO OCT-01 AF-05 ADP-00 EB-11 RSC-01 RSR-01 /019 W

----- 025772

R 071400Z AUG 73

FM AMEMBASSY MBABANE

TO SECSTATE WASHDC 5339

INFO AMEMBASSY CAPE TOWN

AMCONSUL DURBAN

AMEMBASSY GABORONE

AMCONSUL JOHANNESBURG

AMEMBASSY MASERU

AMEMBASSY PRETORIA

LIMITED OFFICIAL USE MBABANE 1522

E. O. 11652: N/A

TAGS: BEXP, LT, WZ

SUBJECT: BLS TRADE PROMOTION EVENT: CATALOG SHOW

REF: STATE 151247

1. STRONGLY RECOMMEND MBABANE BE INCLUDED AS STOP FOR CATALOG SHOW PROPOSED FOR MASERU IN MARCH 1974 ON THEME HOTEL, RESTAURANT, CATERING EQUIPMENT. SWAZILAND'S TOURIST INDUSTRY IS GROWING RAPIDLY. LAST YEAR AN ESTIMATED TOTAL OF NEARLY 100,000 TOURISTS ENTERED COUNTRY. SEVERAL NEW HOTELS AND RESTAURANTS, INCLUDING LARGE NEW HOLIDAY INN, OPPOSITE EXISTING ONE, PRESENTLY UNDER CONSTRUCTION.

2. MEDIA INSIDE SWAZILAND TO ADVERTISE EVENT CONSIST OF WEEKLY NEWSPAPER AND RADIO SWAZILAND. COSTS OF ADVERTISING WITHIN COUNTRY WOULD BE MINIMAL. SUGGEST HOWEVER, CONSIDERATION BE GIVEN TO ADVERTISING SHOW IN SOUTH AFRICA. APPRECIATE POLICY DIFFICULTY THIS CREATES, BUT BELIEVE CAN BE JUSTIFIED IN LIGHT FACT THAT WE WOULD BE ENCOURAGING INVESTMENT IN BLS AND NOT RPT NOT IN SOUTH AFRICA. IF CONSIDERED DESIRABLE, ADVERTISING IN SOUTH AFRICA COULD PRESUMABLY BE LIMITED TO MAILINGS TO SELECTED NON-SOUTH

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AFRICAN ENTREPRENEURS.

3. EMBASSY MBABANE DOES NOT HAVE SUITABLE FACILITIES FOR SHOW. HOLIDAY INN WOULD BE PREFERABLE LOCATION. COST OF SPACE RENTAL, ACCORDING TO LOCAL MANAGER, WOULD BE APPROXIMATELY R80 (EQUALS DOLS 120) PER DAY FOR LARGEST ROOM CAPABLE HOLDING SEVERAL HUNDRED PEOPLE. THIS QUOTATION FLEXIBLE, AND WOULD BE REDUCED IF BOOKING INCLUDED ADDITIONAL SERVICES TO BE PROVIDED BY HOLIDAY INN SUCH AS RECEPTION OR ROOM BOOKINGS.

4. MINISTRY OF INDUSTRY, MINES AND TOURISM HAS INDICATED ON PRELIMINARY BASIS THEY WOULD BE WILLING LEND USE THEIR NAME AS CO-SPONSOR SHOW.

5. MBABANE DOES NOT APPEAR HAVE RECEIVED CA-9166 OF SEPTEMBER 9, 1972, DESCRIBING MECHANICS CATALOG SHOW. PLEASE POUCH.
MCCONNELL

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